

# The Leadership Challenge

Characteristics of Successful  
Start-up Company CEOs

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## Characteristics of Successful Start-up Company CEOs

- 1 Fierce sense of ownership—takes ownership for the idea behind one company and the company's future. The CEO is not looking for validation or support for his or her vision.
- 2 Strong domain knowledge—has knowledge regarding technology or market that others don't have.
- 3 Great internal compass—guides the company through difficulties and has a strong sense of purpose.
- 4 Projects high energy and sense of robust health
- 5 Strong, nimble intellect—has a good combination of intellectual power and “street smarts.”
- 6 Decisive—always works toward a decision and does not get bogged down in minutiae.
- 7 High emotional IQ—has passion; projects excitement, enthusiasm and joy. Also “knows what s/he doesn't know.”
- 8 Can tell a great story—communicates a picture of a world that is better because of the company's product or service.
- 9 Strong integrity, values, and character—inspires trust and maintains it.
- 10 Loves to learn—has insatiable curiosity and inspires others to challenge themselves.